

**NOAA's Preserve America Initiative Grant Program
2005**

Project Title:

The "Lure" of History: 75 Years of Fisheries Research at NOAA's Montlake Facility

Project Point of Contact:

Ali Senauer
Northwest Fisheries Science Center
2725 Montlake Blvd. E
Seattle, WA
206-860-3263

Amount Requested:

\$17K

Match Amount:

\$x—Northwest Fisheries Science Center staff time
In-kind resources for hosting an exhibit/lecture--Museum of History and Industry

List of Partners:

Seattle Museum of History and Industry

Abstract

As the oldest fisheries research facility on the West Coast, established in May 1931, the Northwest Fisheries Science Center's Montlake facility has a wealth of heritage resources that demonstrate NOAA's history and service to the nation. These heritage resources include the building, photographs, books, documents, stories of scientific progress, and scientific instruments. With funding from NOAA's Preserve America Initiative Grant program, the Center will create and implement a suite of activities to protect historic heritage resources and provide opportunities for the public to learn more about NOAA. To ensure the success of its work in these areas, the Center will partner with the Museum of History and Industry (MOHAI), whose staff have expertise and extensive experience in artifact care, historic research, and exhibit design. Specifically, the Center will 1) inventory, prioritize, and preserve historic resources, including photos, books, scientific instruments, oral histories, and documents, 2) create a permanent exhibit onsite about the history of the Center, as well as an exhibit for display during the Center's 75th anniversary at MOHAI, 3) create a website for the Center's 75th anniversary that celebrates the Center's history and includes educational activities targeted toward middle school students, and 4) host lectures at MOHAI and at the Center. These activities will preserve and share a critical and fascinating part of NOAA's history: they will tell the story of the evolution of fisheries science in the Pacific Northwest, embrace the community and NOAA's constituents, enrich the present, and enlighten the future.

Part A: Preserve America Initiative Criteria

1. Protect or enhance **historic NOAA properties or heritage resources** (real property, instruments, documents, photographs, and other materials that have helped advance knowledge of the environment).

As the oldest fisheries research facility on the West Coast, the Northwest Fisheries Science Center's Montlake facility is a historic NOAA property with a wealth of heritage resources. These heritage resources include photographs, books, stories of scientific progress, and scientific instruments. To protect or enhance its heritage resources, the Center will:

- Create an internal process for reviewing, prioritizing, and preserving heritage resources.
- Hire an intern (part-time for 6 months) to assist with the inventory and documentation of heritage resources.
- Work with the Museum of History and Industry (MOHAI) to apply proper documentation and storage techniques to photos and other materials. The Center, for example, has hundreds of photos from the 1930s to present that are an important part of NOAA's story and the evolution of fisheries science in the Pacific Northwest. The Center also has an incredible opportunity to document scientific progress at the Center and in the Pacific Northwest through the use of oral histories. Collecting oral histories of retired and current Center scientists, including past Center directors, would be a valuable asset to NOAA's heritage resources.
- Preserve approximately 200 historical publications (pre-1920) that provide important historical perspectives on NOAA's scientific work. Due to their years of use, these publications have cracked or damaged bindings and are therefore not currently accessible to NOAA staff. Using an existing local book binding contract, these damaged historical publications would receive new bindings, ensuring their accessibility to staff and interested public well into the future.

2. Incorporate **unique local or regional cultural heritage**.

The Northwest Fisheries Science Center's Montlake Facility is a unique and important part of local and regional cultural heritage. The west building was the first fisheries research facility on the West Coast and has been an important part of the Montlake community for nearly 75 years. In fact, the facility was included in a newly published book by historian and author Eugene Smith entitled *Montlake: An Urban Eden*. To incorporate unique local and regional cultural heritage the Center will:

- Include in its exhibits, website, and educational material, information on the development of the Montlake area and regional cultural heritage as it applies to fisheries, such as our developing partnership with tribes, the state, etc.
- Host lectures at the Museum of History and Industry and the Center. We would invite, for example, Eugene Smith or another prominent area historian, to give a lecture at the Center as part of our 75th anniversary. This lecture would be focused on the history of the Montlake area. In conjunction with a broader history of the area, we would also organize lectures where appropriate current or former Center scientists and staff would speak about different aspects of the history of fisheries science at the Center. These lectures would be advertised to NOAA staff, the Montlake community, University Washington staff and students, appropriate historical groups, etc.

3. Develop new partnerships or expand existing **partnerships**.

Despite being less than a 5 minute walk away, the Center has never formally partnered with the Museum of History and Industry (MOHAI). This grant is the perfect opportunity to do so. As the region's premier history experience since 1952, MOHAI has been sharing the stories of our region with thousands of visitors and residents of Seattle each year. MOHAI operates a 60,000 square foot museum in Montlake with over 30,000 square feet of public exhibit areas, including a variety of permanent and changing exhibits, national traveling shows, and other visitor attractions. In all its attractions, MOHAI draws on the rich resources of its two million historic images and artifacts, its extensive oral histories, and the expertise of its historians and designers to create experiences that help visitors explore the past and envision the future, with special attention to making complex stories and technologies understandable, exciting, and fun. Partnering with MOHAI will ensure that our efforts to preserve our heritage resources are successful. Specifically, MOHAI will assist the Center by:

- Providing training and advice on proper techniques for documenting and storing photographs; conducting and storing oral histories; and developing exhibits, websites, and educational material that best convey historical information to the public.

Over the years, the Center has had a number of positive interactions with the Montlake community. As part of this grant, the Center will expand its partnership with the Montlake community by inviting community members to attend the Center's 75th anniversary and associated events, such as the proposed lectures by local historians and Center staff.

Through the activities outlined in this grant, the Center will enhance its partnerships with local schools. The Center's 75th anniversary website will have a historical theme and educational programs. Web-based lessons will focus on the historical issues of fisheries science and allow students to compare historical and modern technology in the fisheries sciences. This material will be designed to promote problem-solving and critical thinking.

4. Provide **economic benefits** by increasing educational and/or commercial value of NOAA assets and their accessibility to the public. (Economic benefits include heritage tourism, developing a "sense of place" for local residence, dissemination of historical displays that may have tourism value, as well as direct economic benefits to a community.)

The Center's activities as part of this grant will provide economic benefits by:

- Enhancing a "sense of place" for both Center staff as well as local residents through proposed exhibits, lectures, and a website that incorporate elements of local culture and history;
- Increasing the educational value of NOAA assets through exhibits and a website that will be accessible to the public and enhance awareness and understanding of NOAA's critical work in fisheries over the past seven decades in the Pacific Northwest; and
- Increasing the commercial value of NOAA assets by restoring important historical books that are currently damaged and thus are not available for use by NOAA staff or the public.

5. Relate to **NOAA's mission** and current or historical efforts to fulfill that mission.

Preserving and sharing NOAA's story is critical. History has the power to enrich the present and enlighten the future. These activities will tell an important part of NOAA's story--the story of the evolution of fisheries science in the Pacific Northwest. Through sharing this story we will support NOAA's mission by 1) informing the public of NOAA's goal to protect, restore, and manage the use of coastal and ocean resources through an ecosystem approach to modeling and 2) furthering NOAA's cross-cutting priorities to ensure sound, state-of-the-art research and promote environmental literacy.

Part B. Project Structure Criteria

1. Clearly and briefly describe a schedule or timeline for implementation, including progress milestones, deliverables or products, and measures of success or accomplishment. Attach additional documentation as needed.

Activity 1: Inventory, prioritize, and preserve historic resources, including photos, books, scientific instruments, oral histories, and documents.

Steps and Timeline

- 1A Create an internal process for reviewing, prioritizing, and preserving heritage resources. (Completed August 2005)
- 1B Hire an intern (6 months part-time) to assist with the inventory and preservation of heritage resources. (Completed August 2005)
- 1C Purchase appropriate archival supplies, such as acid-free boxes and folders, photo sleeves, etc., for high-priority heritage resources. (Completed September 2005)
- 1D Obtain training from the Museum of History and Industry (MOHAI) on how to collect and store oral histories and apply proper documentation and storage techniques to photos and other materials. (Completed September 2005)
- 1E Use an existing local book binding contract, to preserve approximately 200 historical publications (pre-1920) that provide important historical perspectives on NOAA's scientific work. These publications would receive new bindings, ensuring their accessibility to staff and the public well into the future. (Completed September 2005)
- 1F Complete inventory and prioritization for the preservation of heritage resources at the Center. (Completed May 2006)*
- 1G Complete at least 5 oral histories associated with the Center's 75th anniversary celebration. (Completed May 2006)*

*Please note that all funds associated with these activities will be obligated this fiscal year.

Measures of Success

- An internal process is in place for reviewing, documenting, and preserving heritage resources.
- An inventory is completed and priorities are established for preservation of the Center's heritage resources.
- Select, priority heritage resources are preserved with appropriate archival supplies.
- Historical publications receive new bindings and are accessible to staff and the public.

Activity 2: Create a permanent exhibit onsite about the history of the Center, as well as an exhibit for display during the Center's 75th anniversary at the Museum of History and Industry.

Steps and Timeline

- 2A Review relevant materials and develop content for the exhibits. (Completed September 2005)
- 2B Consult with the Museum of History and Industry on content, layout, proposed structure, etc. (Completed by November 2006)*
- 2C Construct exhibits. (Completed March 2006)*
- 2D Display exhibits in conjunction with the Center's 75th anniversary celebration. The Center's display will be completed and available for viewing by May 2006. Details on an exhibit at MOHAI require further consultation with the exhibits department.*

*Please note that all funds associated with these activities will be obligated this fiscal year.

Measure of Success

- Public understanding of exhibits as measured by informal surveys at the Center and MOHAI.

Activity 3: Create a website for the Center's 75th anniversary that celebrates the Center's history and includes educational activities targeted toward middle school students.

Steps and Timeline

- 3A Review relevant materials and develop content for the website, including educational materials targeted at the middle school level. (Completed December 2005)*
- 3B Consult with the Museum of History and Industry on content, layout, proposed structure, etc. (Completed by February 2006)*

3C Complete website construction. (Completed May 2006)*

*Please note that all funds associated with these activities will be obligated this fiscal year.

Measures of Success

- Public understanding and use of website and educational materials as measured by an informal survey of users and a feedback form on the website.

Activity 4: Host lectures at the Museum of History and Industry and at the Center.

Steps and Timeline

4A Identify dates of lectures and topics. (Completed September 2005)

4B Advertise lectures via the web, community newsletters, and mailings. (Completed April 2006)*

4C Deliver lectures. (Completed September 2006)*

*Please note that all funds associated with these activities will be obligated this fiscal year.

Measures of Success

- Public understanding and interest in the lectures as measured by the number of attendees (goal of 25-50 individuals per lecture) and feedback from attendees via a form available after each lecture.

2. Partnerships

a. What is the cost to implement the project? Include a budget breakdown showing amounts covered by NOAA funds, and amounts covered by partners, in the following categories.

	NOAA	NOAA PAIG Funding	NWFSC	MOHAI
Facilities (new, improved, and/or renovated)				
Physical resources, equipment (new, improved, and/or renovated)				
Physical resources, supplies	1C, 2C Archival and exhibit supplies	\$x		
Labor	1B Intern to assist with inventory and preservation of heritage resources.	\$x	1B Center contributes to intern cost. 1A, 1F Staff participate in inventory and preservation activities	
	1D, 2B, 3B Consultation/ Training with MOHAI	\$x	2A, 2C, 3A, 3C, 4A, 4B, 4C Staff review and prepare content and construct website and exhibits	
	1E Preserve approximately 200 historical publications	\$x		
General support (attach description)				
Travel				
Other (attach description)				2D,4C In-kind support to host/develop exhibit and lectures.
Total		\$17,000	\$x	

Briefly describe how the budget relates to project milestones, deliverables or products, and measures of success.

Please see corresponding steps, identified in the table above, and associated measures of success.

b. Attach letters of support describing level of participation from all partners listed, and points of contact.

A letter of support from the Museum of History and Industry is attached. The point of contact at MOHAI is Ms. Julie Kerssen, Public History Project Manager. Ms. Kerssen can be reached at 206-324-1126 or Julie.Kerssen@seattlehistory.org.

3. Describe new or enhanced crosscutting opportunities within NOAA.

While specific activities in this grant do not include new or enhanced crosscutting opportunities within NOAA, they could pave the way for crosscutting opportunities, such as additional partnerships with the Museum of History and Industry or additional exhibit/lecture opportunities.

4. What is the magnitude and diversity of the audience for this project?

The magnitude and diversity of the audience for this project varies according to the activity.

Activity 1: Inventory, prioritize, and preserve historic resources, including photos, books, scientific instruments, oral histories, and documents.

- The audience for this activity varies as photos, books, and scientific instruments could become part of exhibits, websites, educational materials, etc. One of our primary projects under this activity is to preserve approximately 200 historical publications (pre-1920) that provide important historical perspectives on NOAA's scientific work. Restoring these books will enable NOAA staff, students, and visitors to our library from the greater Seattle area and beyond access to these valuable resources. The magnitude of this audience is estimated to be somewhere around 150 individuals a year.

Activity 2: Create a permanent exhibit onsite about the history of the Center, as well as an exhibit for display during the Center's 75th anniversary at the Museum of History and Industry.

- The audience for this activity is 1) visitors to the Center and 2) visitors to MOHAI. At the Center, the audience includes interested members of the public, school groups, and partner agencies (including tribes, universities, and state and local agencies). At MOHAI, the audience includes interested members of the public, school groups, and museum members. The magnitude of the audience at the Center is estimated to be approximately 1,000 individuals a year, while at MOHAI the magnitude is estimated to be approximately 60,000 individuals a year. In addition, the Center's 75th anniversary schedule of activities is estimated to draw an additional 300-600 individuals to the Center over the course of 2006.

Activity 3: Create a website for the Center's 75th anniversary that celebrates the Center's history and includes educational activities targeted toward middle school students.

- The audience for this website includes interested members of the public, school groups (specifically middle school students), and partner agencies. Once developed, the website will be advertised through environmental education list-serves and linked to other NOAA sites. We estimate that over 2,000 individuals will access this site during the Center's 75th anniversary (2006).

Activity 4: Host lectures at the Museum of History and Industry and at the Center.

- The audience for these lectures includes community members, interested members of the public, students, and partner agencies. The magnitude of the audience is estimated to be between 25-50 individuals per lecture.

5. If this project could be expanded to require further funding beyond this first cycle, briefly describe how.

While not currently planned, this project could easily be expanded beyond this first cycle. With additional funding, the Center could partner with MOHAI to create more permanent parts of exhibits that represent the Center's historical work in areas of interest to the museum (such as MOHAI's permanent salmon exhibit). In addition, the Center could expand its preservation of priority heritage resources. This initial grant is targeted toward inventorying the Center's heritage resources, prioritizing these resources, collecting a limited number of oral histories, and preserving photos and damaged books of current and historical value. Additional funding would enable the Center to properly document and preserve scientific instruments, additional documents, etc.

Part C. Uncaptured Elements

Briefly highlight any unique aspects of this project that have not been adequately described above.

The story of the evolution of fisheries science in the Pacific Northwest is a unique and powerful story to tell and is a critical part of NOAA's history. As the oldest fisheries research facility on the West Coast, we receive many inquiries as to our research and requests for tours from interested members of the public, school groups, etc. The activities outlined in this grant will provide an important contribution to the Center's 75th anniversary celebration and ensure that the public has the opportunity to learn about the agency's valuable heritage resources.